

client: K INTERNATIONAL – TRANSLATION SERVICES
project: GHOSTWRITING FOR COMPANY BLOG
objective: TO ATTRACT PROSPECTS IN THE FOOD INDUSTRY

portfolio

PROJECT DESCRIPTION

The agency also provides food packaging translations, so they wanted to attract prospects with articles about aspects of food regulations that affect labelling, such as claims. Each article required a deep dive into the complex topic of EU food regulations, which I would then make accessible for a non-technical audience.

EXCERPT

Translating Your Food Supplement Packaging: 3 Important Aspects to Consider

If you are a manufacturer of dietary supplements, functional drinks, or any other food with added health benefits, the whole world is now your potential marketplace.

Over the last few years, health-conscious consumers have fallen out of love with the idea of “dieting” and started to embrace an all over “healthy lifestyle”. The trend is set, and it’s already more than a fad: people want “real”, unprocessed food, possibly organic and sustainably farmed and they’re not afraid to take supplements to achieve optimum nutritional balance.

As a result, functional and fortified foods, dietary supplements and nutraceuticals are growing in popularity, and technology makes it easier than ever to export abroad.

Preparing your food supplement product packaging for a foreign market goes beyond translation. It’s also about making it fully compliant with local food regulations.

The first important distinction is whether the country you’re exporting to has a pre-market evaluation or not. ([Link to full live version](#)).

RESULTS

The blog version of the article is ranking #1 on Google.co.uk for the main keyword, while the LinkedIn Pulse version is ranking #5. ([Link to screenshot](#)). The other articles are also ranking on Google’s first page.

CLIENT TESTIMONIAL

Andrea’s grasp of the technical language involved in the food technology industry has been a real asset to our content generation team.

A good portion of our services require supporting engaging, promotional and educational articles that retain technical concepts. Andrea has delivered in this regard every time. Having a writer on call that both understands the nature of the product and the associated industry, as well as being able to communicate the intended message in a clear understandable way makes the whole process more manageable on our side.

Andrea has proved to be extremely reliable, professional in his approach and an exceptional researcher. I would thoroughly recommend his writing services, particularly if you require content aimed at the food technology industry, you’d be hard-pressed to find a better, more knowledgeable writer.

*Jonathan Henschman -
Marketing Designer*

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